

ANNEX 3: SCHEDULE OF REQUIREMENTS

The aim of the Kids Club “LEMO” project is to maintain loyal customers and give additional value to Tbilisi Mall. Project is already launched and is targeting families. The goal of the project is to increase repeated customer visits in the mall, increase emotional connection with our brand and offer our customers additional reasons to choose Tbilisi Mall over other shopping destinations in the city.

Tbilisi Mall announces tender to find the best company who is full of ideas how to enhance project and deliver the best results.

Activities Frequency: 4 days per week

Duration of the Activities: 2 hours per day

However, if you think you have any alternative idea that could be more effective with different frequency and duration, please feel free to send additional (optional) offer. Following Annex 3_BOQ the bidders are given possibility to fill Optional Additional Offers in listed Sheets: Option 1; Option 2; Option 3.

Kids Club Management Service should include:

- ✓ Plan and execute activities
- ✓ Negotiate with mall tenants for involvement and have various cross marketing options
- ✓ Have full base of visitors, account each visit, analyze repeated visits and report monthly about progress
- ✓ Have small lotteries/challenges monthly and preferable 1 (one) big one once a year to keep involvement
- ✓ Partner with outside companies to create cobranded items will be advantage. For example: “Bakuriani” kids water, summer camps, kids entertainment centers and etc..
- ✓ Any additional ideas and offers are welcomed

NOTE: KPIs for the project will be measured through repeated customer visits, 100% tenant engagement, increased vertical footfall and tenant/customer satisfaction.